

You're Invited To Enter WSPE's

2008 Governor's New Product Awards

37th Annual Event

Wisconsin's Most Prestigious
New Product Award Recognition

Applications Due:

February 11, 2008

Award Ceremony and Banquet:

*Thursday evening, April 17, 2008
Kalahari Resort, Wisconsin Dells*

Supported by: **Wisconsin Department of Commerce**

Sponsored by: **Wisconsin Society of
Professional Engineers (WSPE)**

www.wspe.org



Want to enter?

*Call Dale Swenson at 414.343.8452 or
e-mail at dale.swenson@harley-davidson.com*



37th ANNUAL GOVERNOR'S NEW PRODUCT AWARDS

You are invited to enter the 2008 Governor's New Product Awards (GNPA), a prestigious State-wide competition. For over three decades the Wisconsin Society of Professional Engineers (WSPE) GNPA competition has recognized Wisconsin's leading manufacturers who have contributed to the State's economic growth through the development, manufacturing and marketing of new and innovative products.

As a Governor's New Product Award entrant:

- Your company competes to be named the 2008 GNPA winner in the mega, large, medium or small company employment categories.
- Four Best of State winners will compete in the 2009 National Society of Professional Engineers (NSPE) New Product Awards for national recognition. Since 1993 Wisconsin has won the top award fourteen times.
- Each entrant receives a GNPA Certificate signed by the Governor recognizing your economic contributions to Wisconsin.
- Each entry is publicized through WSPE assistance by preparing and distributing news releases to state and local media.
- All entrants will be invited to attend the Governor's New Product Awards Banquet, Thursday evening, April 17, 2008 at the Kalahari Resort, Wisconsin Dells, WI. Over 100 people are expected to attend the awards banquet.

Recipients of the 2007 NSPE New Product Award:

Mega Companies (10,000+ employees)

1st Place Cimarron Comfort-height Toilet, **Kohler Company**, Kohler, WI

Large Companies (201 – 9999 employees):

1st Place Clean Strip Tear Strip Opening System, **Coating Excellence International, LLC**, Wrightstown, WI

Medium Companies (51 – 200 employees):

1st Place Intelite Compact Modular Series, **Orion Energy Systems**, Plymouth, WI

Recipients of the 2007 WSPE Governor's New Products Awards:

Mega Companies (10,000+ employees)

1st Place Cummins Particulate Filter, **Cummins Emission Solutions**, Mineral Point, WI

2nd Place Kohler Steward Waterless Unival, **Kohler Company**, Kohler, WI

3rd Place Kohler DTV Custom Showering Experience, **Kohler Company**, Kohler, WI

Large Companies (201 – 9999 employees):

1st Place Evolution Excel Food Waste Disposer, **InSinkErator**, Racine, WI

2nd Place VPL-3100 Vertical Platform Lift, **Bruno Independent Living Aids**, Oconomowoc, WI

3rd Place VSL-6000 Curb-Sider Lift, **Bruno Independent Living Aids**, Oconomowoc, WI

Medium Companies (51 – 200 employees):

1st Place Blancett B2800 Fluid Flow Monitor, **Racine Federated, Inc.**, Racine, WI

2nd Place Genesis Renewal Energy Burner, **Burns Best**, Spooner, WI

Small Companies (50 or less employees):

1st Place ID Shield, **Extract Systems, LLC**, Madison, WI

2nd Place Powerhouse Remote Power Unit, **Marathon Engine Systems**, East Troy, WI

3rd Place The Living Fence, **Intire Industries, Inc.**, Camp Douglas, WI

Honorable Mention

Sterling Accord Bath/Shower, **Kohler Company**, Kohler, WI

Kohler Transition Toilet Seat, **Kohler Company**, Kohler, WI

2008 GOVERNOR'S NEW PRODUCT AWARDS

Sponsored by WSPE

Information and Instructions

Introduction and Purpose

New and improved products stimulate the life and growth of our country. These benefits result from research and development to which engineers make their unique contribution. This competition recognizes the results of those efforts and the foresight of the companies whose aggressive policies bring new products to the marketplace.

The purpose of the Governor's New Product Award's program is to recognize the full spectrum of benefits that come from the research and engineering of new products. These include added employment, economic development, strengthening of the nation's competitive position internationally and contribution to the public's standard of living.

Eligibility

Any new product, machine, process or material that has been developed in Wisconsin may be entered provided that it was first placed on the market between 2003 & 2007.

Entry Forms/Fees

The official entry form follows. **There is an entry fee for each product application.** Make checks payable to WSPE.

Small - \$250 Large - \$450
Medium - \$350 Mega - \$600

Judging

Nominations will be grouped according to size of company. Winners will be selected in four employment categories; small (50 or less employees), medium (51 to 200 employees), large (201 to 9,999 employees), mega (10,000 or more employees).

Award Presentations

Awards will be presented by WSPE during the GNPA banquet on Thursday, April 17, 2008.

Publicity

Extensive coverage by the news media will be encouraged to promote the greatest public exposure for the winning products and companies. Prior years' winners will be featured in announcements for succeeding competitions.

Rules

1. Entries must be submitted to WSPE and received no later than February 11, 2008.
2. WSPE will submit at least one entry from each category of the 2008 GNPA competition to the 2009 NSPE / PEI New Product Awards program.

3. The entry should include a detailed product description including photos, brochures and samples if feasible. The entries will be judged on the following criteria, please be as specific as possible.

Sales and economic impact (20%)

Marketing – describe the success of any marketing efforts to date.

Economic impact – describe the product's impact or anticipated impact on the economy. Discuss the use of raw materials, jobs and/or engineering positions created, market share, exports, etc.

Innovative use of engineering principles (40%)

Creativity – describe how this product is unique from other products providing the same or similar functions.

Technology – describe how new or current technology is used in the manufacture or production of this product and/or what novel engineering principles are incorporated into its design.

Quality – describe how this product is superior in its reliability, accuracy, maintainability and construction.

Improved function (40%)

Savings – savings in final cost of product, savings to user of product, savings to environment in its production or use or savings over previous product performing the same function.

Productivity – efficiency in design and/or production or in ease of use of product, or increased efficiency or ease of use resulting from additional functions over that of previous product.

Energy – savings in use of energy during production or in use of product (measured in kwh, btu, etc.).

Safety – improved safety in the production process or to consumer in use of product.

The entry should be separated into sections for each of the above criteria. All materials should be submitted on 8 ½"x11" sheets

4. Three copies of the WSPE entry form, supporting materials and samples must be submitted with each entry. Eight additional copies will be needed if selected as Best of State.
5. Nomination materials, including product samples become the property of WSPE and/or NSPE and will not be returned except through prior request.

2008 Governor's New Product Award

Official Entry Form

Please send this application, supporting materials, samples (or photos) and check to:

Wisconsin Society of Professional Engineers
7044 S. 13th Street
Oak Creek, WI 53154-1429
Attn. – GNPA (Christopher Roper)
414-908-4950

Questions, please contact:
Dale Swenson, P.E.
WSPE, GNPA Chairperson
414-343-8452 (w)
dale.swenson@harley-davidson.com

Entry Deadline -- February 11, 2008 (Official web site <http://www.wspe.org>)

Enclose the appropriate entry fee for each product application:

Small - \$250

Medium - \$350

Large - \$450

Mega - \$600

Make checks payable to: **Wisconsin Society of Professional Engineers (WSPE)**

Product name and description _____

Date initially marketed _____ Unit retail price \$ _____

Location(s) of plant(s) at which product is manufactured: _____

Description of other services performed or products manufactured at this location: _____

Was product researched and developed by engineers? Yes _____ No _____

Number of employees on this project _____ Number of WI employees companywide _____

Number of US employees companywide: _____

Company Name: _____

Company Officers: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Local company Officer: Print _____ Signature: _____

Product Project Manager: Print _____ Signature _____

Identify your local news media to receive a press release:

Radio: _____ News Director: _____ Address: _____

TV: _____ Editor: _____ Address: _____

Newspaper: _____ Editor: _____ Address: _____